
HEAD IN THE CLOUDS:

Using a cloud-based digital platform to assess value chains

USAID BRIDGES TO EMPLOYMENT

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OVERVIEW OF SESSION

- Background on USAID Bridges to Employment
- Purpose of Value Chain Assessments
- Methodology
- Why a Cloud-based Tool?
- Demo of the Tool
- Group Work
- Q&A



USAID BRIDGES TO EMPLOYMENT OBJECTIVE

To increase and improve the participation of youth from 16 to 29 years of age in the labor market, so that they reach their life **goals**, whether to **continue their studies**, to obtain professional technical training, to have access to a **job**, or to become **entrepreneurs**.



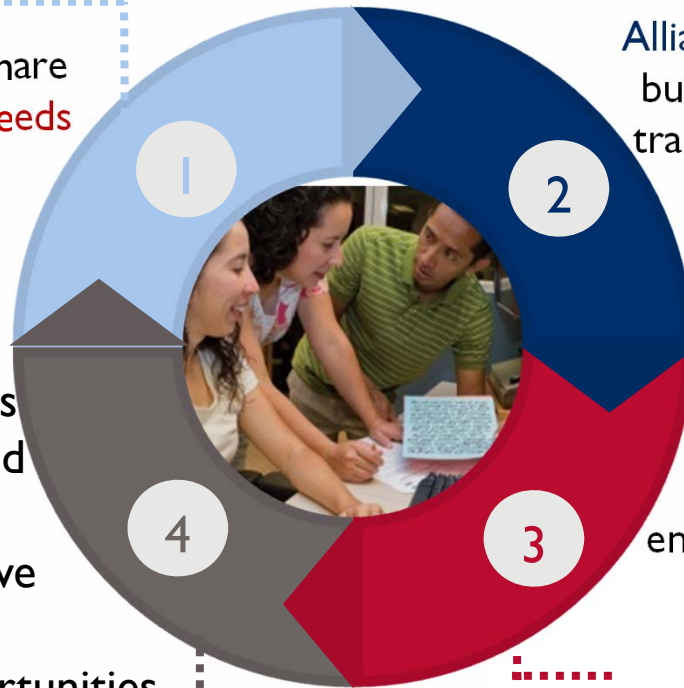
Companies share their hiring **needs**

Alliance between businesses and training centers

Companies hire trained youth or youth have more opportunities to become **entrepreneurs**

Youth are **trained** in technical careers or entrepreneurship

Life skills and soft skills

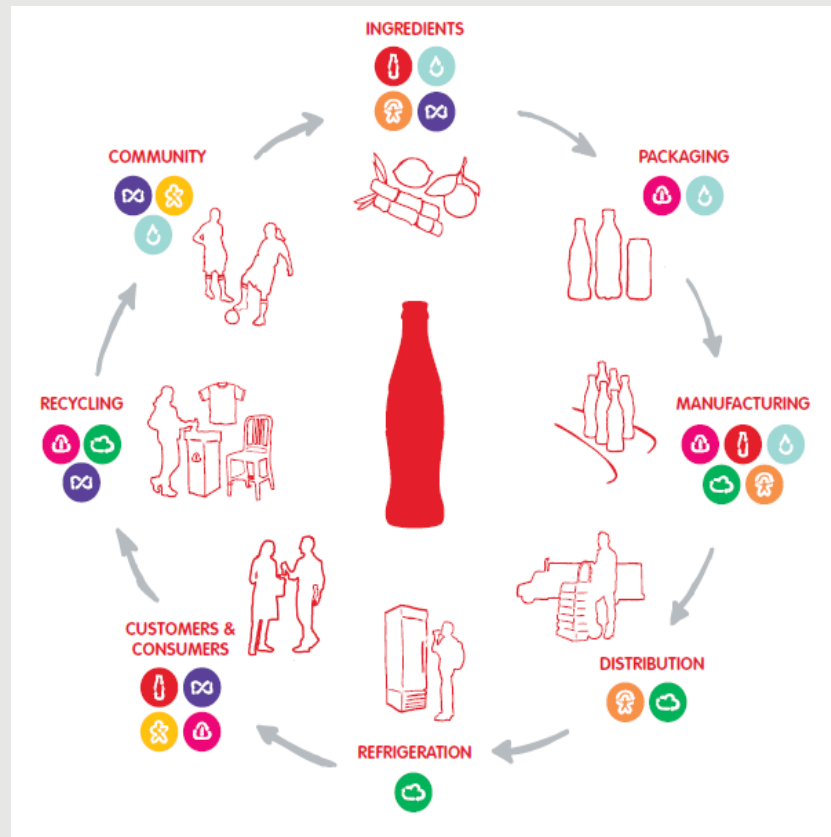


WHAT IS A VALUE CHAIN?

- Value Chain: “A value chain refers to a mechanism that allows producers, processors and traders to gradually **add value to products and services** as they pass from one link in the chain to the next until reaching the final customer (domestic or global).”
- Value Chain Development: “Value chain development refers to the identification and development of value chains with **high growth and employment potential... [it]** looks at the business environment and the system as a whole, thereby involving all relevant stakeholders. As a result, through value chain analysis **obstacles hindering enterprise creation and the development of new enterprises can be identified...**”

*Definitions from UN Industrial Development Organization

SAMPLE VALUE CHAIN: COCA-COLA



HOW COULD VALUE CHAIN DEVELOPMENT IMPACT YOUR WORK?



WHY IS THIS OF VALUE TO YOU?



GUIDING QUESTIONS



What are the characteristics of entry points at each level of the value chain?

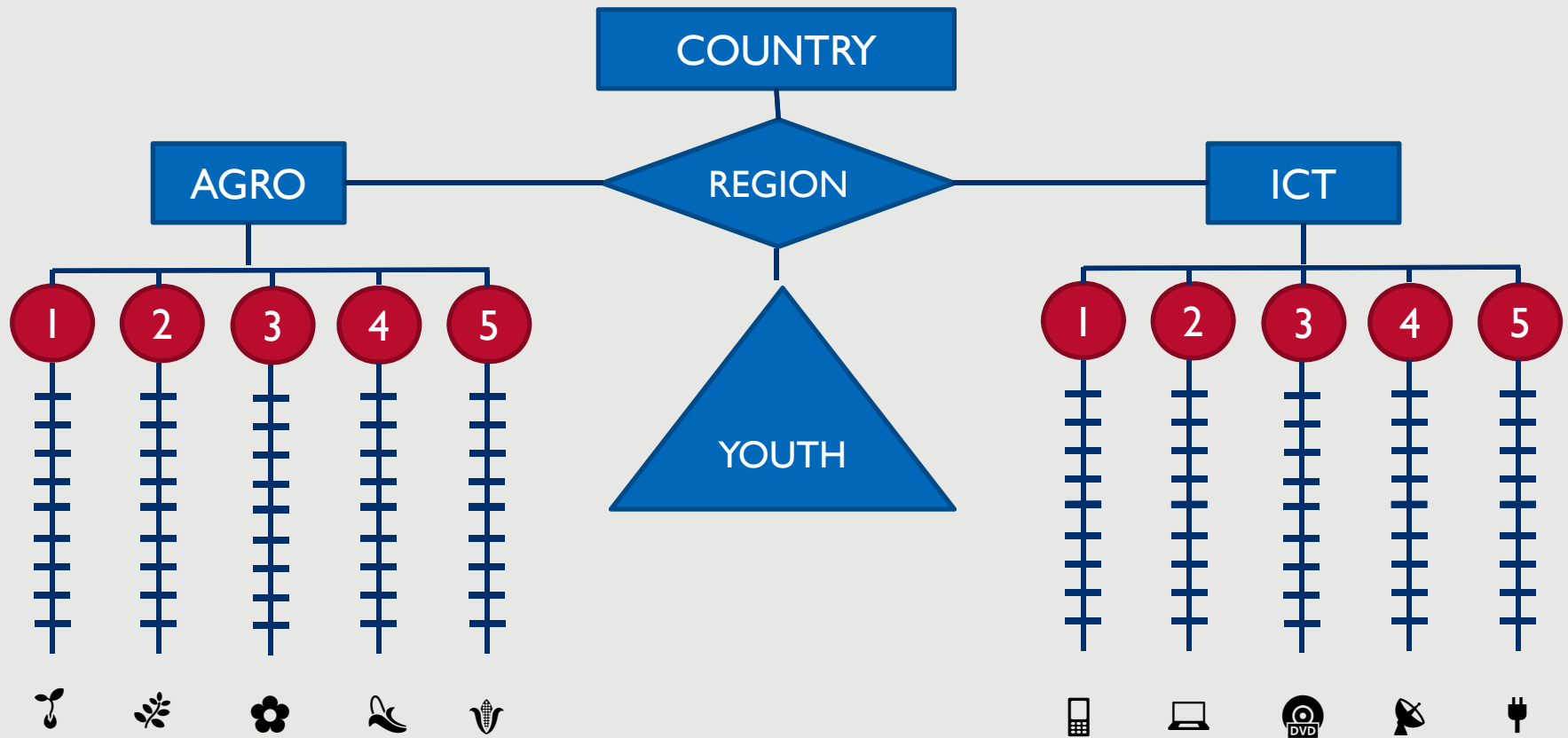


What are the main challenges and constraints facing youth entrepreneurs to participating in the value chain?



What are the key companies or associations with which youth entrepreneurs can be linked within the sector?

METHODOLOGY:



FUTURE APPLICATION IN EL SALVADOR

- Partnerships and dissemination of information with private sector, public sector, universities, and NGOs to offer guidance on potential opportunities for youth entrepreneurs
- Business cafes for youth-to-youth mentorship
- Direct capacity building of youth entrepreneurs and business incubation

WHY A CLOUD-BASED TOOL?

- Non location specific access
- Consistency of implementation
- Archive storage
- Secure & private
- Clean formatting
- Notifications and follow-ups

DEMO OF THE TOOL: OVERVIEW



DEMO OF THE TOOL: MOCK ANALYSIS

- Link to the platform: <http://www.plan-yes.online/es/dashboard>
- Login information:
 - **Username:** making_officer1; making_officer2; making_officer3; making_officer4; making_officer5
 - **Password:** makingcents

DEMO OF THE TOOL: TABLE ASSIGNMENTS

1. Mobile phone repair
2. Graphic design
3. Social media marketing
4. Mobile app development
5. Video game development

THANK YOU!

QUESTIONS?